



life is why®

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Amount:

Date:

American Heart
Association

Your donation is tax-deductible to the extent the law allows and is credited to your local American Heart Association office at One Almaden Blvd., #500 San Jose, CA 95113-2214

02-0208456 V2

2017 ANNUAL APPEAL DONATION FORM



YES, I want to help save lives. Here is my donation to your 2017 Annual Appeal. To donate online, visit www.heart.org/fund.

This amount would really help.

\$15 \$18 \$10 \$20 \$30 Other \$_____

Charge my gift to AmEx Mastercard Visa Discover

Account # _____ Exp.Date _____

Signature _____

Please make check payable to American Heart Association and return with this form.

Donor: [REDACTED]

2017 ANNUAL APPEAL

Please Respond By: October 16, 2017

02

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Please return donation in envelope provided and mail to:

American Heart Association
Gift Processing Center
P.O. Box 78851
Phoenix, AZ 85062-8851

0011938230684160534610979

▲ Detach Donation Form and Return in Envelope Provided. ▲

2017
American
Heart
Association.
life is why®

ANNUAL APPEAL

Tod Weitzel, it's one thing to set a goal in dollars. It's another to set a goal to save lives.

That's our goal. To save the lives of our fathers and mothers, husbands and wives, sisters and brothers — and our children. By supporting our 2017 Annual Appeal with a gift of \$15 or more today, you'll help us reach this critical goal.

Please accept the enclosed gift as a token of our appreciation for your ongoing support.

Dear [REDACTED],

What if we could save hundreds of thousands of lives? Together, we can. The American Heart Association and loyal supporters like you.

**Our Goal: Reduce coronary heart disease, stroke
and risk to save hundreds of thousands of lives.**

Coronary heart disease is the leading cause of death in America — killing more than 360,000 people annually. Nearly 133,000 people die from stroke each year. Many wouldn't die from these diseases if we fund more research and educational and community programs. You're the key to making this a reality.

Every Life We Save Will Be Treasured. Every Dollar You Give Will Help.

So, please, support our 2017 Annual Appeal with a donation today in any amount you can afford. And let's save lives!

Sincerely,

James Postl
Chairman of the Board and Volunteer

5 Steps to Lose Weight and Keep it Off



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1. Set realistic goals.

Set yourself up for success with short-term goals, like "I will make lifestyle changes which will help me lose (and keep off) 3-5% of my body weight." Short-term goals can seem more achievable and keep you on track toward your long-term goals.

2. Understand how much and why you eat.

Use a food diary or tracking app for a while to gain an understanding of what, how much, and when you are eating.

3. Manage portion sizes.

It's easy to overeat when you're served too much food. Smaller portions can help prevent eating too much.

4. Make smart choices.

You don't have to give up all your favorite foods. Learn to make smart food choices and simple substitutions instead. Discover healthy snacks and how fruits, vegetables, and whole grains help keep you fuller longer.

5. Be physically active.

Physical activity is anything that gets your heart rate up, like walking. Aim for at least 150 minutes of moderate activity a week. Even 10-minute blocks count toward your goal.



How We Help Promote Physical Activity



1 What's the PROBLEM?

We are sitting far too much!



About two-thirds of kids and half of adults in the U.S. don't get enough physical activity

3 OUT OF 10 ADULTS



DON'T GET
- ANY -
EXERCISE

INACTIVITY
increases risks for:

obesity
heart disease
stroke
and other
health
problems



2 What is the American Heart Association doing to **SAVE AND IMPROVE LIVES?**

We are redesigning environments to build a culture of health with:

Safe Routes to Schools



making it easier for kids to walk or bike to school.

Complete Streets



making it easier and safer to walk to shops and bike to work.

3 How can I promote **CHANGE?**

Don't just sit there. Take action!

Move more
at work
and join
workplace
fitness
opportunities.



Get involved and get moving

to help more people
exercise in your
communities and schools



We are advocating for physical education.



At both federal and state levels, we advocate to help more kids get the necessary physical activity in schools.

Growing healthy habits for life

We are improving worksite wellness.

Our workplace health program
helps more than 4,000 employers build and maintain healthy worksites.



If we are going to
reach our
2020 goals,
we need at least

3.5M
Children

41.6M
ADULTS

to move
more!

Contact policymakers
and share your support.



JOIN THE MOVEMENT
to help America start moving more!
www.heart.org/getactive

For more information, contact your nearest American Heart Association office,
call **1-800-AHA-USA1 (1-800-242-8721)** or visit www.heart.org/fund.

Thank You for Supporting the American Heart Association!



bbb.org/charity

This seal signifies that the American Heart Association-National meets the BBB Wise Giving Alliance's Standards for Charity Accountability.



AR-18-F-10AA

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Stroke Warning Signs

Stroke is a medical emergency. Every second counts, because time lost is brain lost! Know these stroke warning signs and share them with others:

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body.
- Sudden confusion, trouble speaking or understanding.
- Sudden trouble seeing in one or both eyes.
- Sudden trouble walking, dizziness, loss of balance or coordination.
- Sudden, severe headache with no known cause.

If you or someone with you has one or more of these signs, don't delay! Call 9-1-1 or the emergency medical services (EMS) number immediately so an ambulance — ideally with advanced life support — can come. Also, check the time so you'll know when the first symptoms appeared. It's important to take immediate action. If given within three hours of the start of symptoms, a clot-busting drug can reduce long-term disability for the most common type of stroke.





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Heart Attack Warning Signs

Some heart attacks are sudden and intense, but most of them start slowly, with mild pain or discomfort. Here are signs that can mean a heart attack is happening:

- **Chest discomfort.** Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.
- **Discomfort in other areas of the upper body.** Symptoms can include pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- **Shortness of breath.** This feeling often comes along with chest discomfort. But it can also occur without chest discomfort.
- **Other signs** may include breaking out in a cold sweat, nausea or lightheadedness.

If you or someone you're with has one or more of these signs, call 9-1-1 immediately. Get to the hospital right away.

If you're the one having symptoms, and you can't access the emergency medical services (EMS), have someone drive you to the hospital right away. Don't drive yourself, unless you have absolutely no other option.

For more information, contact your nearest American Heart Association office or call **1-800-AHA-USA1** (1-800-242-8721) or online at www.heart.org.

Although our financial report is always available upon request, some states require us to advise you that a copy of our financial report is also available through their offices.

AHA, State of California - 81% of every dollar we spend goes directly towards research, public health education, professional education and training, and community service programs. Your donation is tax deductible to the extent allowed by law.

AHA, STATE OF FLORIDA - AMERICAN HEART ASSOCIATION OFFICES THROUGHOUT FLORIDA MEET ALL REQUIREMENTS SPECIFIED BY THE FLORIDA SOLICITATION OF CONTRIBUTIONS ACT. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE WITHIN THE STATE, 1-800-435-7352. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. REGISTRATION #CH-430.

AHA, State of Georgia - A detailed summary of the Association's programs and funding will be provided upon request.

AHA, State of Maryland - A copy of the current financial statement of The American Heart Association is available by writing 7272 Greenville Ave., Dallas, TX 75231 or by calling (214) 373-6300. Documents and information submitted under the Maryland Solicitations Act are also available, for the cost of postage and copies, from the Maryland Secretary of State, State House, Annapolis, MD 21401, (410) 974-5534.

AHA, STATE OF MISSISSIPPI - The official registration and financial information for the American Heart Association may be obtained from the Mississippi Secretary of State by calling (601) 359-1048. Registration by the Mississippi Secretary of State office does not imply endorsement by the Mississippi Secretary of State.

AHA, STATE OF NEW JERSEY - INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 609-292-8740 AND IS AVAILABLE ON THE INTERNET AT WWW.STATE.NJ.US/LPS/CA2/CHARITIES/. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT.

AHA, State of New York - On request, the Association will supply a copy of the complete financial statement. Please write to: the American Heart Association, Founders Affiliate, PO Box 3049, Syracuse, New York 13220-3049 or contact the New York State Attorney General's Charities Bureau by calling 212-416-8401 or visit http://www.charitiesnys.com/contact_new.jsp

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AHA, STATE OF NORTH CAROLINA - FINANCIAL INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS LICENSE ARE AVAILABLE FROM THE STATE SOLICITATION LICENSING BRANCH AT 919-807-2214. THE LICENSE IS NOT AN ENDORSEMENT BY THE STATE.

AHA, State of Pennsylvania - The official registration and financial information of the American Heart Association, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania at 1-800-732-0999. Registration does not imply endorsement.

AHA, State of Virginia - A financial statement is available upon written request, from the Virginia Office of Consumer Affairs, PO Box 1163, Richmond, VA 23218. 1-800-552-9963 or within the Richmond, VA area 1-804-786-2042.

AHA, State of Washington - The American Heart Association is registered with the Secretary of State, Charities Division. Information is available by calling the Office of Secretary of State at 1-800-332-4483 or visiting www.sos.wa.gov/charities.

AHA, State of West Virginia - West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Building 1, Suite 157-K, 1900 Kanawha Blvd East, Charleston, WV 25305. Registration does not imply endorsement.

AHA, State of Wisconsin - The American Heart Association meets all nine standards of philanthropy of the National Charities Information Bureau, which judges if charities fulfill their obligations to donors and the public. Your contribution will help fund research and education to fight heart disease and stroke. For a copy of our financial statement, write to: Development Department, American Heart Association, Midwest Affiliate, 1555 N. Rivercenter Drive Ste. 212, Milwaukee, WI 53212

If you wish to modify the frequency of future communications from the American Heart Association, please write to us at our National Center, American Heart Association Attn: Direct Response Dept., 7272 Greenville Ave., Dallas, TX 75231-4596.



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